

**PRIME**  
MEDIA GROUP  
**MEDIA RELEASE**

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**PRIME MEDIA GROUP TO LAUNCH SECOND DATA CAST CHANNEL**  
**IN A TELEVISION INDUSTRY FIRST**

PRIME Media Group announced today that it will launch a second data cast channel as it continues to strengthen its position as Australia's most successful and innovative regional broadcaster.

PRIME was the first commercial television network to launch a data cast channel in 2011 and will lead the industry again with the introduction of a second channel.

The new channel will be broadcast across PRIME's television markets of regional NSW, ACT and Victoria reaching a potential audience of 4.7 million people in over 1.8 million homes.

The PRIME Media Group has partnered with leading direct response company Brand Developers for the supply of content across a wide range of retail product categories.

The new data cast channel will be launched in PRIME's television markets in May 2013.

For further information and interviews, please contact:

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